Eina Centre Universitari
Fundació Eina
Disseny Art Barcelona

Passeig Santa Eulàlia 25
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REPRESENTACIO D'ESPAIS

Andres Pe?uela Betancur

Supervising Teacher: Andres Pe?uela Betancur

Group: 2

Code: 105737

Credits: 6 ECTS

Course: 3

Semester: 2

Typology: Obligatory

Subject: Applied Computing

Schedules:

Group	Schedules	Teacher

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Subject Presentation

Brief Description:

Drawing as a main communication tool: In this subject we will study the main systems of graphic representation of spaces with two objectives: In the first case, through technical and detailed graphic documentation to clearly and precisely transmit the project intentions for their materialization and in the second, we will explore freely and personally forms of representation where the drawing itself is the goal. Through contemporary examples and references - such as from the history of representation - we will reflect on how drawing speaks of us and what is the graphic direction that defines our practice.

Training Objectives:

At the end of the course, the student must be able to present projects that are communicatively viable and rigorous, following international codes of technical representation, but at the same time must be able to produce exciting and graphically beautiful documents. Self-criticism and self-demand will be encouraged so that the student finds his own creative potential when representing a project.

In this course we will work on:
Communicate through drawing.
Storytelling: the construction of a story.
Rigor and clarity: The keys to materializing the project.
Efficiency: Dedication vs. Result.
Reflection: Question what you want to represent, learn to look.
Curiosity: Explore other tools/ways of representing.

Recommendations

To take this course, you must have taken the Digital Representations I and II courses, and have competitive knowledge of Autocad, basic Sketchup and Abode Suite (Indesign, Illustrator, Photoshop).

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Contents and Methodology

Brief Description:

TOPIC 0 — INTRODUCTION (5%)
- Organization of classes and deliveries.
- Project presentation.
- Initial Exercise

TOPIC 1 — VISUAL COMMUNICATION (10%)
- Visual communication applied to the design of spaces.
- Personal corporate identity.
- Creation of a Visual Communication Plan in CAD
- Line values & initial template

TOPIC 2 — PREVIOUS STUDIES (10%)
- Survey of current state plans.
- Site analysis.
- Orientation & Context Project organization.
- Index Situation & location.
- Representation of the Current State (AS)

TOPIC 3 — PRELIMINARY PROJECT (15%)
- How to communicate first ideas effectively
- References
- The Perception
- Material Moodboard & Color Palette

TOPIC 4 — BASIC PROJECT (20%)
- Finished floors, floors, partitions and ceilings.
- Facilities Plant
- Interior elevations for rooms
- Carpentry picture

TOPIC 5 — REPRESENTATION OF SPACES (15%)
- Retrospective Drawings in 2D and 3D

FINAL DELIVERY (25%)
A. Graphic Documentation Dossier.
B. Presentation to client.
C. PressKit.

Teaching methodology:

The subject is clearly practical, with a theoretical basis. The classes are structured in two parts: a theoretical aspect during the first part, and a practical aspect during the second.
second. Thus, the theoretical session includes the basic content of the topic to be covered during the

week and corresponding exercises.

These practices are carried out individually, with the aim of promoting both self-criticism and personal improvement without neglecting camaraderie. The final submission of the subject is nothing more than the compilation, organization, layout and re-edition of the practices that have been carried out throughout the course, just as if it were a project in a real environment. It will be assessed that the student, through the work, has studied and applied the objectives of the course.

Training activities:

During the course, we will be accompanied by two guest specialists on representation to give workshops on the topics.

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Evaluation

General evaluation regulations

A student will be considered "Not Assessable" (NA) if they have not submitted all the learning evidences or have not attended 80% of the classes without justifying their absences. In case of a justified absence, the student must contact the teacher at the time of rejoining to determine the recovery of the activities they missed.

If the student commits any irregularity that may lead to a significant variation in the grade of an evaluation act, that evaluation act will be graded with 0, regardless of the disciplinary process that may be initiated. If several irregularities occur in the evaluation acts of the same subject, the final grade for that subject will be 0.

Continuous evaluation system

The evaluation system of EINA and UAB is a continuous assessment system, the objective of which is for the student to know their academic progress throughout their educational process to allow them to improve it.
The continuous assessment process must include a minimum of three evaluative activities, of two different types, distributed throughout the course, none of which can represent more than 50% of the final grade.

Each topic has an exercise to be submitted. The final submission contains a compilation of the exercises done in class:
TOPIC 0 — Introduction (5%)
TOPIC 1 — Visual communication (10%)
TOPIC 2 — Previous Studies (10%)
TOPIC 3 — Preliminary draft (15%)
TOPIC 4 — Basic project (20%)
TOPIC 5 — Representation of spaces (15%)
FINAL DELIVERY (25%)

Review process

The review can be requested from the teaching staff and will be carried out according to the school calendar.

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Learning outcomes of the degree program

Knowledge

Correctly reference documentary sources, the necessary bibliography and knowledge of the heritage environment both for the projection and for the analysis and reasoned criticism of design and/or art.

Skills

Identify design problems through the analysis of objects, graphic communication elements, and spaces, from a perspective rooted in contemporaneity, universal accessibility, and equal opportunities.

Apply plastic expression skills and knowledge of materials and production technologies in accordance with the objectives of a design project.

Propose design solutions (or solutions in related areas) clearly and precisely, using appropriate vocabulary and techniques of expression and representation.

Graphically represent spaces, volumes, planes, and surfaces using the characteristic techniques of design.

Use digital tools and technologies according to creative and production processes in the field of design

Adapt visual languages, media, and artistic techniques to the communicative goals of each design project.

Make value judgments about design projects by interpreting data and justifying critical analysis using knowledge of graphic communication, space, objects, and reference texts.

Synthesize knowledge from diverse sources—studies, fieldwork, literature, direct observation, or practical experience—in the field of design and related disciplines within the cultural industries.

Competencies

Propose creative, socially and environmentally sustainable design solutions, aligned with the Sustainable Development Goals (SDGs).

Manage the development of design projects—individually or in teams—with adaptability, within the organisational context of companies and institutions.

Manage design-related tasks autonomously, planning and organising time and processes in professional and/or academic settings.

Apply acquired knowledge to the execution of design and art projects with professional standards, considering user and audience diversity.

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Bibliography and Resources

Drawing Matter: https://drawingmatter.org

A Series of Rooms: https://aseriesofrooms.com/